

Claim 1 has been amended to more clearly define the invention and to claim what the Applicant considers as his invention. Support for the amendments to the Claim can be found in the specification as filed on page 1, l.20-23; page 1, l. 29-30; page 2, l.13-16. No new matter has been added.

Lemole provides a method and system for presenting customized advertising to a user on the Web. When the user accesses his or her customized ad repository through the browser, a composite advertising page is dynamically configured by the Customized Advertising Repository (CAR) server for that particular user based on that user's previously provided profile (col.2, l.12-1.17).

At least a portion of that composite advertising page can be dynamically configured on a context dependent basis determined from the particular Web site or sites previously accessed prior to entering the commercial context mode. This context dependency that links the advertising presented to the user by the CAR to the Web site or sites previously accessed by the user can be based on key words associated with just the site accessed immediately prior to entering the commercial context mode. Alternatively, the advertising can be linked with key words associated with a plurality of previously accessed sites (col.2, l.18-28)

A profile of interests and demographic data is provided by the user on-line when the user registers to have access to the customized advertising repository service or off-line through a slow-mail registration process (col.4, l.36-39). By using the mouse to electronically check his or her interests, such as travel, sports, etc., and by inputting demographic information such as one's marital state, age, number of children, their ages, etc., as well as other information, that user's profile is stored in a user profile database (col.4, l.42-47).

As an example, if a user indicates that he is married, has two children ages 12 and 10, is interested in travel and theme parks, and lives in New Jersey, a customized advertising page may at one time be configured comprising ads, banners, etc., for Disney World advertising their 25<sup>th</sup> Anniversary celebration, Delta Airlines advertising special rates to Internet user for trips to Orlando, Fla., Sea World, National car Rental, Universal studios, etc. (Col.4, l.59-66).

Lemole relates to customized advertising based on a user profile that the user provided or based on previously visited web sites. Lemole does not mention customizing equipment of the user with information associated with a retailer upon notification of a sale of a product by the

retailer to the user. Lemole does not disclose the customization being enabled upon notification of a sale of a product. The customization in Lemole is based on previously visited web sites. No sale of a product prior to the customization is mentioned.

Thus, Lemole does not disclose the claim limitation of upon notification of the sale, enabling customizing equipment of the customer with information associated with the retailer.

Lemole does not disclose the invention as claimed and the rejection of Claim 1 under 35 USC 102 in view of Lemole is therefore incorrect.

The Examiner asserts that if the user makes a purchase as a result of the package delta offer, the CAR service will automatically update his composite page or pages next time he uses the service. Applicant respectfully requests the Examiner to indicate to the Applicant the paragraphs of Lemole supporting the Examiner's assertion. Lemole does not disclose the user making a purchase, either from the customized advertising or through other means. Lemole also neither mentions nor suggests the CAR server automatically updating his composite page based on a user's purchase.

It is respectfully submitted that independent Claim 1 is patentable over Lemole. It is also respectfully submitted that dependent Claims 2-9 are patentable over Lemole at least based on their dependencies.

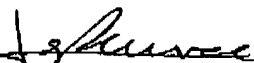
Applicant respectfully submits that he has answered all issues raised by the Examiner and that the application is accordingly in condition for allowance. Such allowance is therefore respectfully requested.

Please charge any fees other than the issue fee to deposit account 14-1270.

Please credit any overpayments to the same account.

Respectfully submitted,

Dated: March 08, 2002

By   
Gwenaelle Le Pennec  
Limited Recognition under 37 C.F.R. 10.9(b)  
(408) 617-4837

APPENDIX A  
Version with Markings  
to Show Changes Made to the Claims

The following is marked up version of amended Claim 1:

1. (THRICE AMENDED) A computer-implemented method of doing business to enable a provider of a product to stimulate [stimulating] commercial activities with a retailer, the method comprising:

- enabling to be notified [by a customer] of a sale of the product by the retailer to a customer [commercial transaction];
- upon being notified, enabling customizing, via a data network, of equipment of the customer, with information associated with the retailer [as associated with the commercial transaction].

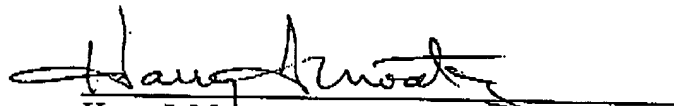
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**Expires: December 11, 2002**

  
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